

# **NUCLEAR UTILITY YEAR 2000 READINESS**

## **Appendix A**

### **COMMUNICATIONS PLAN**



# Introduction

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This document describes the communications plan for the Year 2000 Program. This plan addresses the range of communications needs required to raise awareness and inform COMPANY employees about the Year 200 Program.

The strategy ensures that stakeholders are kept informed about the program's goal, objectives, risks and progress according to plan.

It is important that all participants in the program are provided with materials to prepare them for their roles and responsibilities.

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## Audience

The target audience for this document is COMPANY employees who use information technology and work in conjunction with the Year 200 Program Office.

This plan also can be used for external communications with third-party vendors, government regulatory agencies and the media.

# Communications Planning Requirements

Information in the matrix below outlines the Year 2000 communications needs.

- The target audiences -- internal and external.
- The objectives in communicating to the target audiences.
- The communication vehicles to use in communicating to the target audiences.
- The recommended messages for each target audience.

INTERNAL Target Audience	Communications Objectives	Communications Vehicles	Recommended Messages
General COMPANY population. Includes all INTERNAL target audiences.	General awareness including: <ul style="list-style-type: none"> <li>· Provide project background</li> <li>· Explain benefits to COMPANY</li> <li>· Describe risks to COMPANY</li> <li>· Provide overview of how the program is proceeding including a timeline and status.</li> </ul>	<ul style="list-style-type: none"> <li>· COMPANY Week</li> <li>· Technology Connection</li> <li>· Emphasis</li> <li>· Update Video</li> <li>· SCN Broadcast</li> <li>· Y2k Hotline</li> <li>· Y2k E-mail box</li> <li>· Y2k Web Page</li> </ul>	<p>COMPANY management understands the severity of the problem and has a team in place who is working to solve it in a timely and cost effective manner.</p> <p>Y2k impacts all employees who use information technology.</p>
Client Contacts	Clarity about project progress including: <ul style="list-style-type: none"> <li>· Status</li> <li>· Timeline</li> <li>· Impact</li> <li>· Explain work required.</li> <li>· Identify who will do that.</li> <li>· Identify how work will be accomplished.</li> </ul>	<ul style="list-style-type: none"> <li>· Inventory Spreadsheets</li> <li>· Detailed project schedules And work plans</li> <li>· Compliance sign off sheets</li> <li>· Presentations</li> <li>· Y2k Hotline</li> <li>· Y2k Web Page</li> <li>· Periodic briefings for department meetings</li> <li>· Steering Committee Briefings/Reports</li> </ul>	<p>Business Units are the owners of the technology and need to participate in the process.</p> <p>Client contacts are our single point of contact for all communications about the project.</p> <p>Client contacts need to dedicate time to the program on a periodic basis.</p> <p>Client contacts are essential to the success of the project.</p> <p>Client contacts will decide priority, and whether to repair, replace or retire applications.</p> <p>Client contacts will be required to sign off on Y2k compliance.</p>

INTERNAL Target Audience	Communications Objectives	Communications Vehicles	Recommended Messages
C&TS Support Staff	<p>Clarity and project progress and delivery of technical information.</p> <ul style="list-style-type: none"> <li>· Status</li> <li>· Timeline</li> <li>· Impact to work</li> <li>· Describe when work will be required?</li> <li>· Identify who will do what.</li> <li>· Identify how work will be accomplished.</li> </ul>	<ul style="list-style-type: none"> <li>· Technical Documentation</li> <li>· Inventory Spreadsheets</li> <li>· Detailed project schedules and work plans</li> <li>· Compliance sign off sheets</li> <li>· Y2k Hotline</li> <li>· Y2k E-mail box</li> <li>· Y2k Web Page</li> <li>· TSC Help File</li> <li>· Briefings for department meetings</li> <li>· Presentations</li> </ul>	<p>C&amp;TS support staff are essential team members. Their knowledge of the technology is essential to the success of the project.</p> <p>C&amp;TS support staff will need to dedicate time to the project on a periodic basis.</p> <p>Y2k Program Team will work with C&amp;TS to solve technical issues.</p> <p>Y2k "fixes" will impact C&amp;TS work.</p> <p>If "outsourcing" is necessary, C&amp;TS will conform to Y2k standards and schedule.</p> <p>When necessary, C&amp;TS support will be required to sign off on Y2k modifications.</p>
Senior Management including the IT Policy Committee and UPC	<ul style="list-style-type: none"> <li>· Identify the objectives and Magnitude of the program.</li> <li>· Identify the business Issues.</li> <li>· Explain the business/legal Risks.</li> <li>· Outline strategic decisions that need to be made on an ongoing basis.</li> </ul>	<ul style="list-style-type: none"> <li>· Program Office Documentation</li> <li>· Regular status reports</li> <li>· Summary level schedules and work plan</li> <li>· Program Job Estimate</li> <li>· Issues list</li> <li>· Risk Assessment</li> </ul>	<p>Business units are responsible for funding and strategic decisions about the Y2k program.</p> <p>Senior management's commitment and involvement is essential to the success of the program.</p> <p>The program runs a high risk of failure if senior management is not committed.</p> <p>Senior management runs the risk of legal liability if due diligence is not exercised.</p> <p>Low priority and unidentified applications will not be Y2k compliant by 1/1/2000.</p> <p>Significant competitive advantage can be obtained by a successful Y2k program implementation.</p> <p>Senior managers and/or a designee will be required to sign off on Y2k modifications.</p>

INTERNAL Target Audience	Communications Objectives	Communications Vehicles	Recommended Messages
Law	<ul style="list-style-type: none"> <li>Describe the legal issues related to Y2k.</li> <li>Identify the third-party software contractual issues related to Y2k.</li> <li>Define Y2k compliance for COMPANY.</li> </ul>	<ul style="list-style-type: none"> <li>Trade press articles</li> <li>Briefings from law firms with Y2k practices</li> <li>Legal analysis drafted by COMPANY's law department</li> <li>Y2k third-party contract Warranty language</li> <li>Y2k third-party compliance Sign off document</li> </ul>	<p>The Corporation and its officers run the risk of legal liability if due diligence is not exercised.</p> <p>Third-party vendors must deliver a Y2k compliant product.</p> <p>Legal action will be taken if third-party vendor products are not made Y2k compliant in a timely fashion.</p>
Third-Party Software Vendors	<ul style="list-style-type: none"> <li>Identify the third-party software contractual issues related to Y2K.</li> <li>Define Y2k compliance for COMPANY.</li> </ul>	<ul style="list-style-type: none"> <li>Y2k third-party contract warranty language</li> <li>Y2k third-party compliance sign off document</li> </ul>	<p>Third-party vendors must deliver a Y2k product.</p> <p>Legal action will be taken if third-party vendor products are not made Y2k compliant in a timely fashion.</p>
Government Agencies- CPUC, FERC	<ul style="list-style-type: none"> <li>Taking a proactive approach, describe how COMPANY is working towards Y2k compliance.</li> <li>Respond effectively to any required regulations.</li> </ul>	<ul style="list-style-type: none"> <li>COMPANY Week</li> <li>Summary level schedules and work plan</li> <li>Responses to regulatory requests</li> </ul>	<p>COMPANY management understands the severity of the problem and has a team in place who is working to solve it in a timely and cost effective manner.</p>
Media	<ul style="list-style-type: none"> <li>Describe how COMPANY is working towards Y2k compliance.</li> <li>Cost to rate payers.</li> </ul>	<ul style="list-style-type: none"> <li>News Articles</li> <li>Press Releases</li> </ul>	<p>COMPANY management understands the severity of the problem and has a team in place who are working to solve it in a timely and cost effective manner.</p>

# Communications Responsibility Matrix

The Communications responsibility matrix outlines who does what in the communications process. The communications process requires the participation of all members of the Year 2000 team.

Communications Process	Program Manager	Communications Manager	Program Office	Steering Committee
1. Establishes Recommended Messages	▪	•	•	•
2. Identifies/Confirms Target Audiences	•	▪	•	•
3. Selects Communications Vehicle(s)	•	▪	•	•
4. Designs Communications Message	•	▪	•	•
5. Develops Communications Message	•	▪	•	•
6. Reviews Communications Message	▪	•	•	•
7. Approves Communications Message	•	•	•	▪
8. Secures Communications Approval(s)	▪	•	•	•
9. Delivers Communications Product	•	▪	•	•
10. Incorporates Lessons Learned into Future Communications Products.	•	▪	•	•

▪ Leads    • Contributes

## Program Office Staff

Name	Position	Phone Extension	ID	Cube Number

# Communications Vehicles

The following chart shows the various vehicles used for Year 2000 communications within the company. Contacts are also listed.

Written	Contacts	Phone
E-mails	Program Manager/Communications Mgr.	
E-mail box Y2kemail@AsiCms@CTS	Communications Mgr.	
Fact Sheet (Q&A, Scripts, etc.)	Program Manager/Communications Mgr.	
Help Browser	C&TS	
Intranet/Web Page	Corp. Comm. Info. Tech.	
Mailers - Letters/Memos (internal)	Program Manager/Communications Mgr.	
Media Contact Information	Corp. Comm.	
News Papers (external)	Corp. Comm.	
Technology Connections	C&TS	
COMPANY Week	Corp. Comm.	
Emphasis	Corp. Comm.	
Posters in Lobby	Corp. Comm.	
Press Release (external)	Corp. Comm.	
Printers (internal)	Corp. Comm.	
Trade Journals (external)	Corp. Comm.	

Verbal	Contact	Phone
Booths at Special Functions	Program Manager/Communications Mgr.	
Employee Year 2000 Hotline	Program Manager/Communications Mgr.	
Manager Presentations	Program Manager/Communications Mgr.	
Radio Spots (external)	Corp. Comm.	

Visual	Contact	Phone
Broadcasts - SCN One-way	Corp. Comm.	
Television Spots (external)	Corp. Comm.	
Update Video	Corp. Comm.	
Video Projects	Corp. Comm.	

The following chart shows the various vehicles used by the Year 2000 Program Office to disseminate Program status information. Contacts are also listed.

Written	Contacts	Phone
Status Reports to Utility Policy Committee - Quarterly Basis	Program Manager	
Status Reports to the Strategic Information Technology Policy Committee	Program Manager	
Monthly Project Status Reports to the PMO	Program Manager	
Help Browser	C&TS	
Intranet/Web Page	Corp. Comm. Info. Tech.	

